

IN THE CLAIMS

1. (Currently amended) An apparatus for controlling interactive television offerings over a transaction-enabled broadcast network, the apparatus comprising:

at least one central system processor of a multi-service operator, operative to: (i) receive broadcast content from a broadcast content source; (ii) process the broadcast content; (iii) transmit said processed broadcast content over said network to a viewer; (iv) receive request data over said network from said viewer, said data being transmitted by said viewer in response to said processed broadcast content; and (v) process said request data; wherein the at least one central system processor of a multi-service operator is further operative as a central point of control for said request data or interactive content contained within said broadcast content, the at least one central system processor collects information about viewer transactions for commerce purposes;

wherein the at least one central system processor is further operative to add interactive advertising content to non-interactive advertising content for a period of time defined by at least one local merchant offer, further wherein the non-interactive advertising content is not originally created for interactivity, wherein interactive advertising content is added only to a last commercial within a given group of commercials;

wherein said central system processor is further operative to collect and store previously broadcast interactive advertising content;

wherein said central system processor is further operative to, responsive to said request data from said viewer, transmit said previously broadcast interactive advertising content to said viewer;

wherein said central system processor is further operative to collect and store one or more indications of interest by said viewer in one or more portions of said previously broadcast interactive advertising content and, responsive to said request data from said viewer, transmit said one or more indications of interest to said viewer;

wherein the at least one central system processor is further operative to route the request data to the at least one local merchant using at least one advertisement identifier; and

memory, operatively coupled to the central system processor of a multi-service operator, for storing at least a portion of data related to at least one of the receiving, transmitting and processing steps.

2. (Original) The apparatus of claim 1 wherein said broadcast content from a broadcast source comprises advertising content.

3. (Original) The apparatus of claim 1 wherein said broadcast content from a broadcast source comprises program content.

4. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to add interactive content to the broadcast content.

5. (Original) The apparatus of claim 4 wherein said added interactive content is advertising content.

6. (Original) The apparatus of claim 5 wherein said advertising content is added at the end of a group of commercials.

7. through 10. (Canceled).

11. (Original) The apparatus of claim 4 wherein said added interactive content specifies local purchasing information.

12. (Original) The apparatus of claim 1 wherein said broadcast content from a broadcast content source comprises interactive content.

13. through 16. (Canceled).

17. (Previously presented) The apparatus of claim 1 wherein said request data comprises a universal resource locator (URL) and wherein said central system processor of a multi-service operator is further operative to redirect said URL.

18. (Original) The apparatus of claim 17 wherein said redirecting a URL further comprises reducing network congestion.

19. (Original) The apparatus of claim 17 wherein said redirecting a URL further comprises forwarding said URL to a local server for fulfillment.

20. (Original) The apparatus of claim 1 wherein said memory is operative to store data based on commerce conducted by the viewer over said network.

21. through 27. (Canceled).

28. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to associate a personal identification number with the viewer.

29. through 30. (Canceled).

31. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to securely store credit card information of said viewer.

32. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to store at least one ship-to address of said viewer.

33. through 49. (Canceled).